

KETRA



CONNECTED LIGHTING

EPA Energy Star Webinar

May 26, 2016

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- Connected lighting is:
 - Personalized
 - Dynamic
 - Optimized for application and time
- The lighting industry is undergoing a value transformation driven by LED adoption
- Looking at other industries provides framework

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Transformation of Value in Computing



Hardware → Software → Network → New Value

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New Ways of Consuming Media



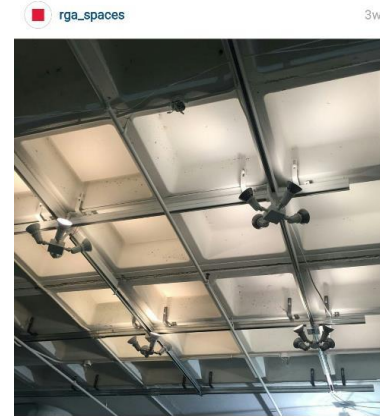
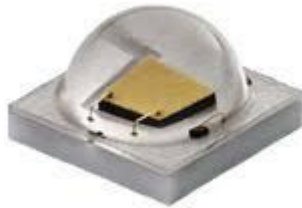
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There's an App for That



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Connected Lighting



Hardware → Software → Network → New Value

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Content is King



- We used to go to light, now light goes to us
- Value evolves to new functions and experiences

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Circadian Lighting in Offices



Tuning White in Retail



Drama in Hospitality



Connected lighting is dynamic lighting:

- Changing color and intensity with time and events



Light for Sight

Where does connected lighting fit?

Light for Effect

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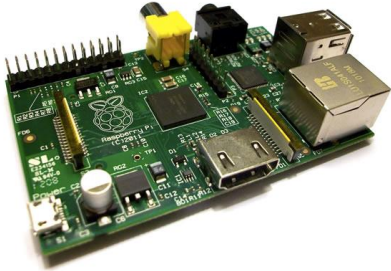
Consumer Lighting: Information overload!

Most consumers are overwhelmed by choosing lighting for their home
Wattage isn't relevant, now they need to think about CCT, CRI, dimmers...
Connected lighting adds network protocols, tunable color, user accounts...

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CONSUMER IOT WILD WEST

Raspberry Pi



Hue Bridge



Hue Lamps



WiFi Router



RGB Tape

LightStrips



Wink Relay



Incandescent Lamp



Wink Hub



Wink Lamps



Zwave Dimmer



Halogen Lamps



iPhone + Apps



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Rise of Platforms



Mac: tight integration



I'm a Mac.



I'm a PC.



PC: high modularity

Are you a Mac or a PC?

Commercial Lighting: What's Missing?

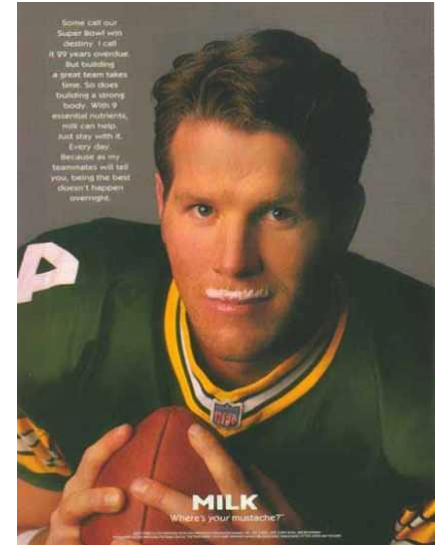
- Clear communication of design intent and controls narrative
- Controls & Systems thinking, understanding of interfaces
- Specifier-friendly programming
- Communication among trades and specifiers
- Clear project documentation



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Lighting Has a PR Problem

- When we're unable to communicate value we can only lower price
- Lighting becomes commoditized
- “We spend too much time talking to ourselves...” - Zia Eftekhari
- What's our version of the “Got Milk?” campaign?



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THANK YOU

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